



Colleen Ites

Gr. 6-7 ELP / STEM extensions

Summit Middle School

Iowa Guard / Cherry Glen Learning Farm

## Part I: Overview of Business

- [Cherry Glen Learning Farm's](#) mission is to provide an educational space that allows for reproducible, hands-on demonstrations about profitable, healthy and resilient, sustainable agriculture. The model used allows farmers to rebuilt soil viability while also earning an income.

\* Dr. Ray Meylor is an Army Veteran and supports Veterans in Agriculture to utilize his sustainable farming practices.

## Part II: Job Specifics

- Dr. Ray and Sue Meylor founded Cherry Glen Learning Farm, a 10 acre (Watershed Mitigation Farm) that includes two NRCS designed retention basins as tools in our quest to create real sustainability. The basins capture surface and tile water which allows the nutrient rich water to flow through the drip irrigation system to our high tunnel and orchard. In addition, the farmstead offers educational opportunities on the topics of small scale production, peri-urban farming , agroforestry, and beekeeping.

## Part III: Introduce the Problem

- Dr. Ray needs help in promoting knowledge of and encourage participation in his 10-acre Watershed Mitigation Farm, which utilizes nutrient rich tile and surface field crop water, mulch, clay, and biofungicide to improve soil quality and encourage small scale, high nutrient farming practices. This help is in targeting key audiences and utilizing social media platforms as well as traditional communication methods (news outlets).

## Part IV: Background

- Students need to have a good idea on how to reach a specific audience of people.
- Dr. Ray needed to gain knowledge of how to create a website and a Facebook page to initiate his information campaign, but needs further social media promotion help.
- Students can use this assignment as a springboard in researching how to market their own products for our Physics & Design class (students improve an existing product & market it to Angel Investors)

## Part V: Business Solution

- Dr. Ray is working with the Izaak Walton League (local and national levels), the USDA Natural Resources Conservation Service, Polk County Conservation, DM Food Corps, ACHS's Garden Club, and local youth groups. Most of this has been word-of-mouth and face-to-face with Ray attending and hosting forums. He utilized a friend to help create his website and [FB page](#), but wants help with other social media. He would also like to have a presence in other school systems, especially FFA, Ecology Clubs, and Garden Clubs.

## Part VI: Student Solutions

- Students will likely recommend Ray being to use Instagram and SnapChat to reach students. Some will likely recommend he create a promo video (similar to charities) for YouTube and Vimeo, and increase his FB presence with a FB store. Twitter would be another app that likely will be mentioned. Students and families often use patch.com to find local news as well.